



Addressing Barriers to Renewable Energy Procurement

Hosted by U.S. EPA's Green Power Partnership



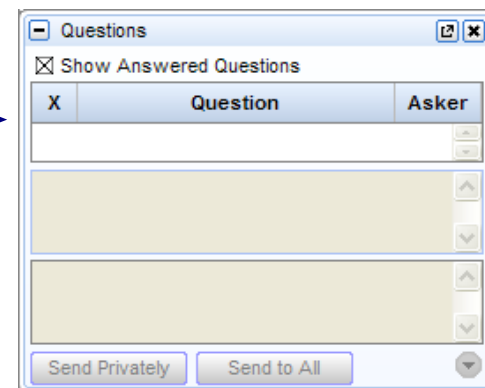
***Green Power Partnership Webinar
September 19, 2012
1:00 – 2:00 p.m. Eastern***

Today's Agenda

- Introduction and Webinar Logistics
 - Blaine Collison, GPP Director
- Addressing Barriers to Renewable Energy Procurement
 - Charles Esdaile, Co-Founder and Managing Partner, Altenex
 - Ken Davies, Vice President, Altenex
- Questions & Answers

Webinar Logistics

- Attendees are muted to reduce background noise.
- Attendees submit questions and comments in writing via the online control panel. ➡
- To minimize or maximize the control panel, click on the >> button at the top left of the tool bar.



Today's Webinar presentations are available at:
http://www.epa.gov/greenpower/events/19sept12_webinar.htm

U.S. EPA's Green Power Partnership

- The GPP is a voluntary program that supports the organizational procurement of green power by offering expert advice, technical support, tools and resources.
- Partners agree to procure green power and provide annual update
- In return, EPA commits to:
 - Provide public recognition
 - Provide procurement and communications assistance, as requested
 - Provide a brief description of the Partner's green power commitment on the Green Power Partnership Web site
- Currently, over 1,300 Partners in the program using more than 23 billion kWh of green power annually, equivalent to the annual CO₂ emissions from electricity use of more than two million average American homes.



EPA's 1,300+ Green Power Partners



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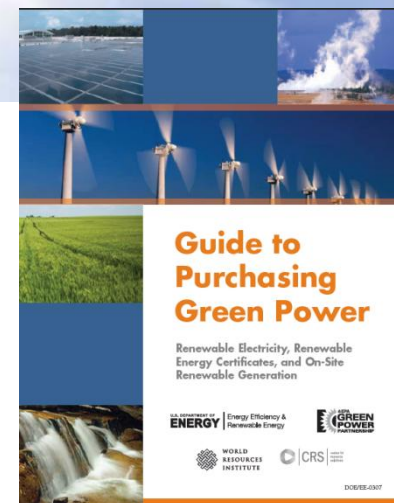


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Partnership Offerings & Benefits

- **Credible Benchmarks**
 - Metric for “How much green power is enough?”
 - Definition of eligible renewables
- **Planning & Implementation Resources**
 - Green power locator
 - Procurement guidance
 - Marketing and communications support
 - Environmental benefits calculator
- **Recognition**
 - Top Partner Lists
 - Green Power Leadership Awards
 - Promotional opportunities
 - Use of the Partner logo →



What is Green Power?

- Green power is an “environmentally-differentiated” electricity product from:
 - solar
 - wind
 - geothermal
 - biomass
 - biogas
 - small hydro



Green Power Procurement Options

- On-site Generation

- Install a renewable energy system on-site (e.g. solar panels, wind turbine)
- Produces both electricity and RECs from the on-site source
- Self-financed installation or via a third-party PPA



- Green Power Electricity Products

- Green power offered by utility suppliers that is generated from renewable sources
- Is often a “bundled” product that includes both the RECs as well as the underlying electrons



- Renewable Energy Certificates (RECs)

- The environmental “attributes” of electricity generated from renewable resources (1 REC = 1 MWh)
- Attributes are based on the generation technology type and age, geographic location, and time of generation
- Does not include the underlying electrons – “unbundled”
- a.k.a. Green Tags, Renewable Energy Credits, and Tradeable Renewable Energy Certificates



Value Proposition of Green Power

- Environmental
 - Addresses indirect GHG emissions (Scope 2 emissions)
- Potential Electricity Cost Savings and/or Stability
 - Reduce exposure to fossil fuel price volatility
- Economic Development
 - Job creation
 - Local/regional economic growth
- Corporate Image
 - Enhance image
 - Demonstrate environmental leadership
 - Differentiate products/services
 - Improve employee moral
- Capture Favorable Media Attention

"Purchasing green power helps our organization become more sustainable while also sending a message to others that supporting clean sources of electricity is a sound business decision and an important choice to help fight climate change." - Jodi Shapiro, vice president, Environment, Health and Safety, Motorola.

GPP News

- Green Power Partnership LinkedIn group:
<http://www.linkedin.com/groups?home=&gid=4375385>
- The Green Power Leadership Awards will be presented at the Renewable Energy Markets Conference, Sept. 23-25 in Washington, DC. Conference registration details:
<http://www.epa.gov/greenpower/events/conference.htm>



Want to Know More?

- Basic Information
 - To learn more please visit: www.epa.gov/greenpower
- Today's presentations have been posted online at:
http://www.epa.gov/greenpower/events/19sept12_webinar.htm
- Presentations of previous GPP webinars are available online, including:
 - Community Choice Aggregation: Leveraging a Collective Procurement Model to Drive New Renewable Energy Generation (March 2012)
 - Long Term Green Power Contracts (Oct. 2011)
- More Questions?
 - Blaine Collison, 202-343-9139, collison.blaine@epa.gov
 - Mollie Lemon, 202-343-9859, lemon.mollie@epa.gov
 - Anthony Amato, 781-674-7225, anthony.amato@erg.com

